



Military and Veteran Families in Utah





Why Blue Star Families?

We know military families!

We are the largest grassroots organization serving military-connected families.



1,500,000

Military family members served annually



210,000

Members



**Military Spouse
Employment Support**

> \$72M in economic impact since
program inception



70M

National Media Reach



\$136M

Value provided back to members



\$5M

Earned Media Publicity Value



The Blue Star Families Mission

Support military and veteran families in ways that strengthen communities in order to support the all-volunteer force and improve military readiness

Our Theory of Change:

Listen

Share

Partner

Act



8,004 respondents

Including active-duty,
National Guard and Reserve
service members, Veterans,
and their family members

Blue Star Families' annual Military Family Lifestyle Survey provides a comprehensive understanding of what it means to serve as a military family. For that reason, it is a blueprint for strengthening America and identifying how we can continue to enhance military family life.

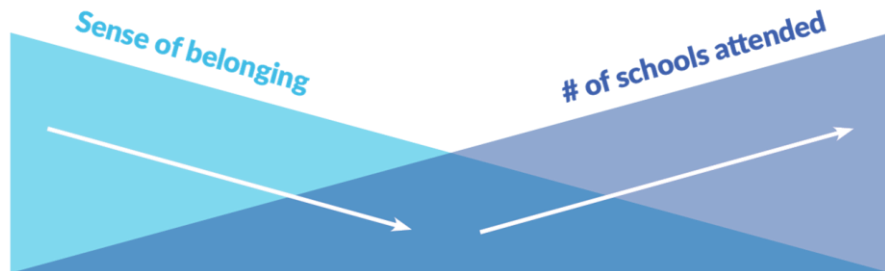
2021 Military Family Lifestyle Survey Takeaways

- Frequent separations
- Military spouse unemployment rates up to 4x the national average
 - Spouse un/underemployment is a top contributor to financial stress
 - Child care remains a barrier to spouse employment
- Children's educational instability
- Unique barriers to mental health care for military children



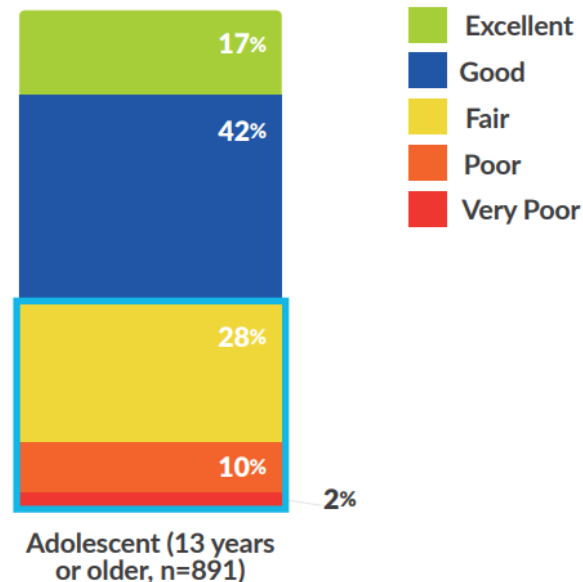
Sense of Belonging to School and Relocation

As the number of schools attended increases, sense of belonging to school decreases



Mental Health of Oldest Child

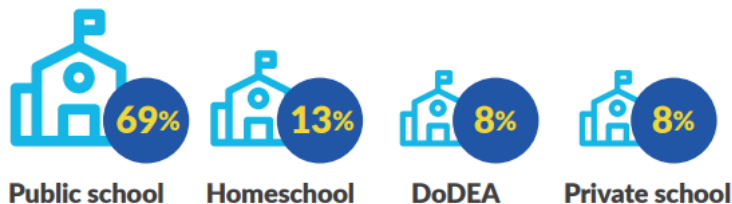
Active-Duty Family Respondents with an Adolescent



2021 MFLS Finding: Children's Education

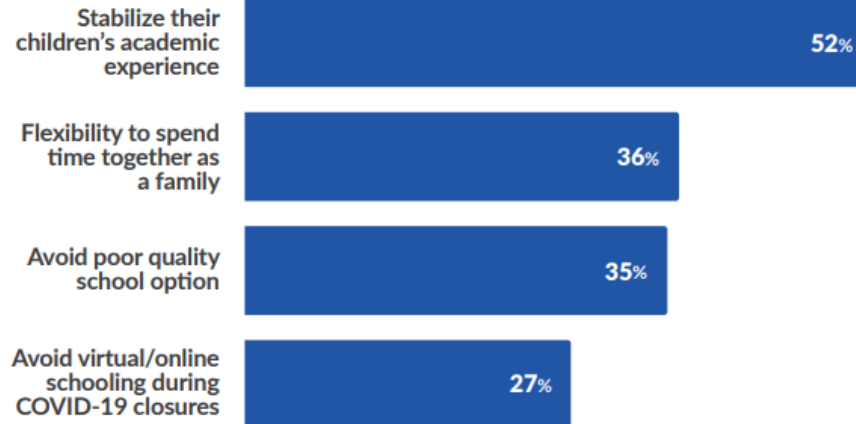


Type of school for oldest child enrolled in K-12



Rate of homeschooling in military is nearly 2-4 times the portion of children ages 5-17 homeschooled in the general US population

Top reasons for homeschooling:



Homeschooling rates by Branch of Service among active duty respondents:

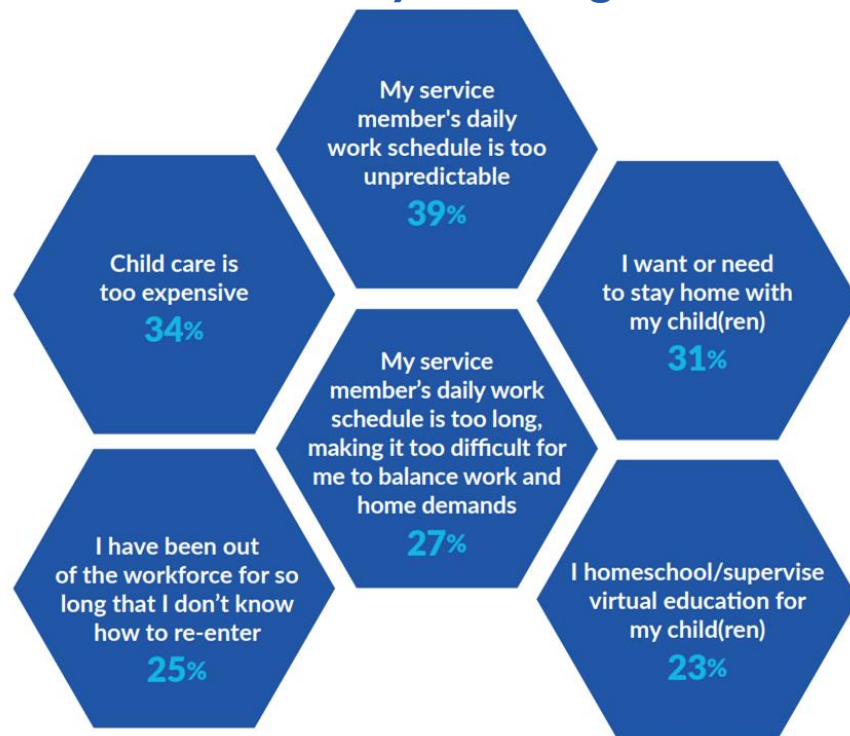
16% USAF	13% Army
13% USMC	11% Navy

Finding: Spouse Employment



- Just **58% of active-duty spouse respondents are in the labor force**, compared to 72% of women in the U.S. population (ages 18-45). 20% of those in the labor force are unemployed.
- Among spouses who are employed, **63% are underemployed in some way**.

Top Reasons for Not Currently Working



Financial Impacts of Spouse Employment Concerns



Utah Respondents

FINANCIAL READINESS



experience stress due to
current financial situation (n=103)



National Respondents

Food insecurity is higher for spouses who are not
employed but need/want to work

Enlisted spouses who need/want to
work: 20% food insecure

Enlisted spouses employed full or part time:
10% food insecure

Utah Respondents



FOOD INSECURITY

In the past year, it was
sometimes true that:

27% I was unable to afford
to eat balanced meals (n=100)

27% The food I bought didn't
last and I didn't have money to get
more (n=97)

15% I was hungry but didn't
eat because there wasn't money
for food (n=97)



Why Military Families Need Blue Star Chapters and Programs

Military families move **every 1, 2, and 3 years**, leaving them isolated from support networks.

30%

of active-duty family respondents feel a sense of belonging to their local civilian community (2021 Military Family Lifestyle Survey)

Blue Star Families' Chapter programming **provides the building blocks for belonging**

(Connected Communities Impact Survey)

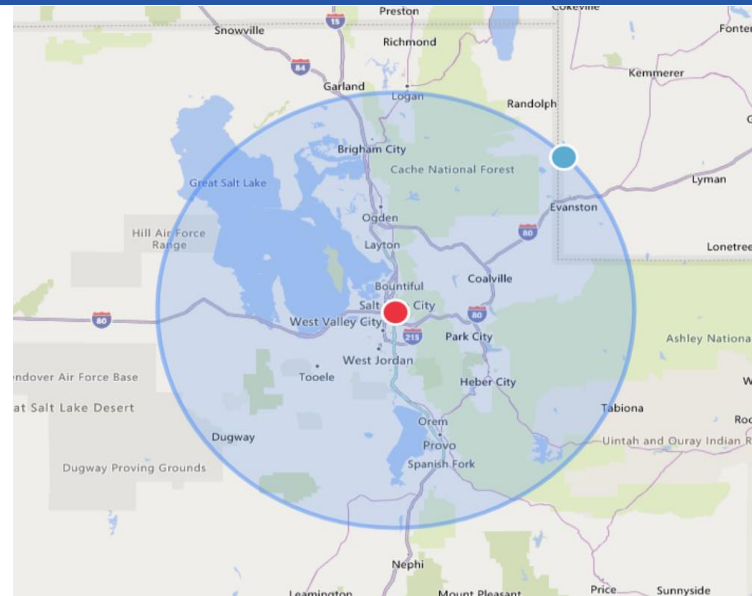




Utah Chapter

CHAPTER AREA OF OPERATIONS

- 65-Mile Radius from the center of SLC
- 164 Unique Zip Codes
- 12 Counties
- **Proudly serving:** Hill AFB, Dugway Proving Ground, UT National Guard, Veterans and more!



Families



2,955

20% Growth

Engagement Opportunities



121

Events in the Community

Connected & Impacted



14,989

Military-Connected Families

Volunteers



41%

of Events Delivered with Volunteers

Social Media



14,050

Reach



5,760

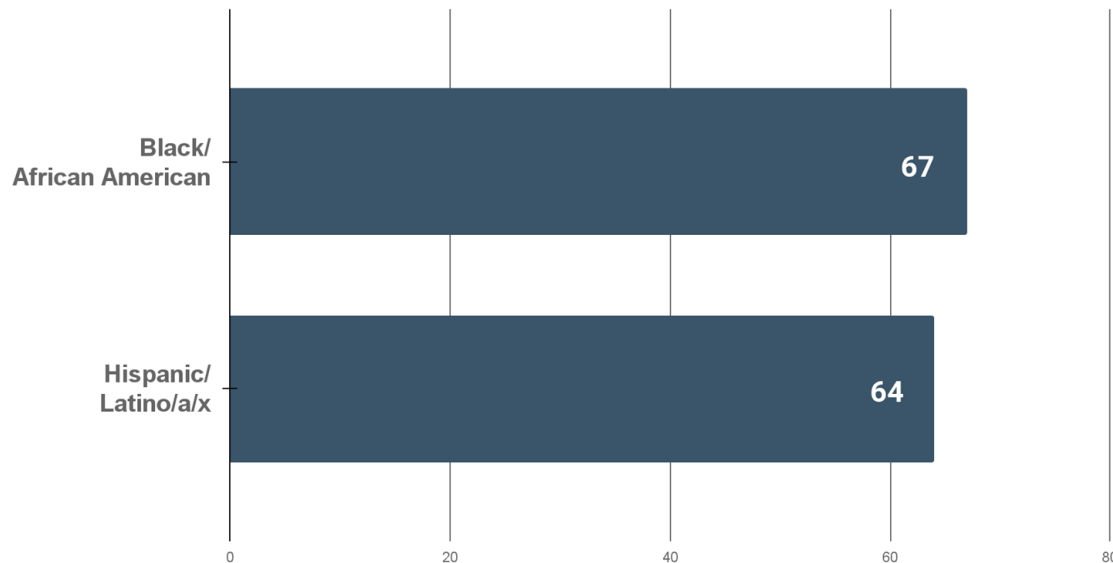
Engagements



2021 Net Promoter Score

How likely is it that you would recommend Blue Star Families programming to a friend or colleague?

Benchmark: 50 or above



BSF NPS is on par with many top brands:



Harvard
Business School

Source: *Hubspot.com*

Across the board, chapters are moving the needle!

Greater Connection

81%

of respondents in Chapters

say activities **MADE THEM FEEL CONNECTED** to their community



1 in 3 respondents attended a Blue Star Families event

Stronger Support

71%

of respondents in Chapters

say programs **BROADENED THEIR LOCAL SUPPORT NETWORK**



"BSF fills a huge gap in the needs of military families for support and connection."

More Belonging

52%

of respondents in chapters

FEEL A SENSE OF BELONGING to their local civilian community,

Compared to baseline 30% of active-duty family respondents to the 2021 MFLS



Military Family Lifestyle Cultural Competence Subscale (1-5 Scale)

Greatest contributor to Community Capacity for Resilience

3.06 among all active-duty family respondents (2020 MFLS)

3.54 among Blue Star Welcome Week participants

More BSWW participants felt welcome compared to 2020 Military Family Lifestyle Survey active-duty respondents.

(70% of active-duty family BSWW participants agreed they felt welcome in their local civilian community, compared to 49% of 2020 MFLS active-duty family respondents)

Community Connection and Belonging



All Active-Duty Family Respondents

30%

of active-duty family respondents feel a **sense of belonging** to their local civilian community

Active-duty family respondents agree civilians in their local community:

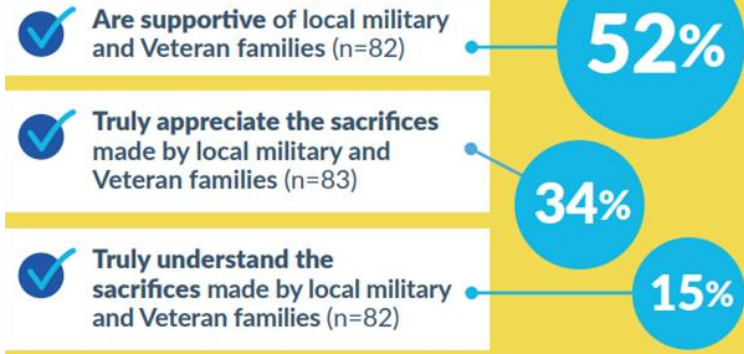


Utah Family Respondents

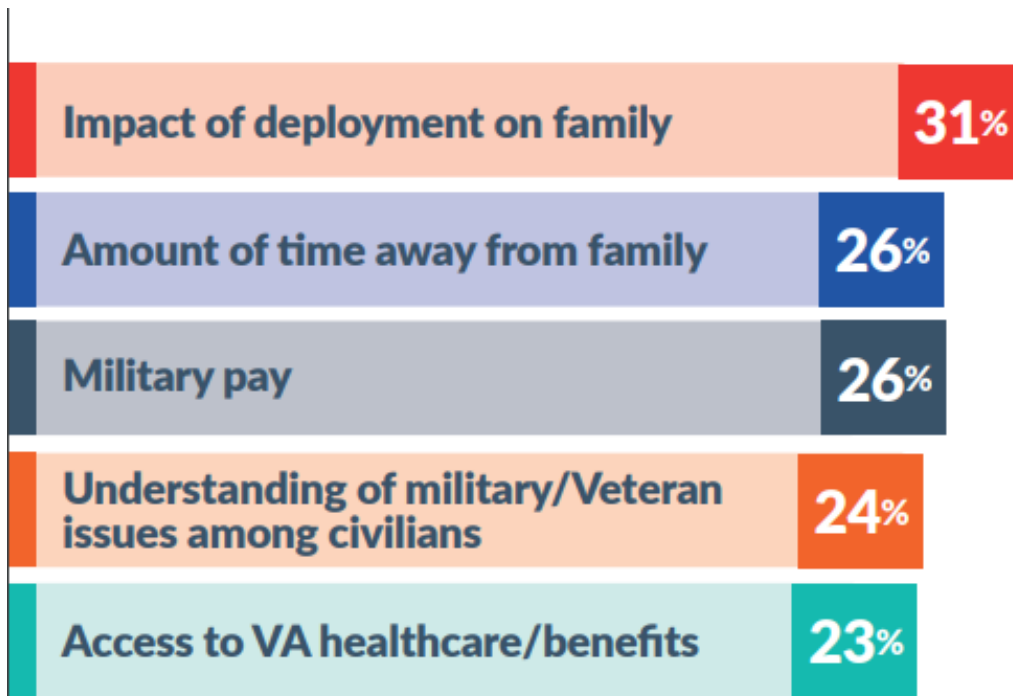
37%

of military-connected family respondents feel a **sense of belonging** to their local civilian community (n=83)

Military-connected family respondents agree that civilians in their local community:



Top Issues for Utah Military and Veteran Families



Includes active-duty, National Guard, Reserve, and Veteran/Retired families.



Recommendations

Military Family Resilience

- Encourage and support schools and homeschool groups to create opportunities for engagement between military families and the civilian communities to enhance children's sense of belonging, such as **Blue Star Welcome Week**

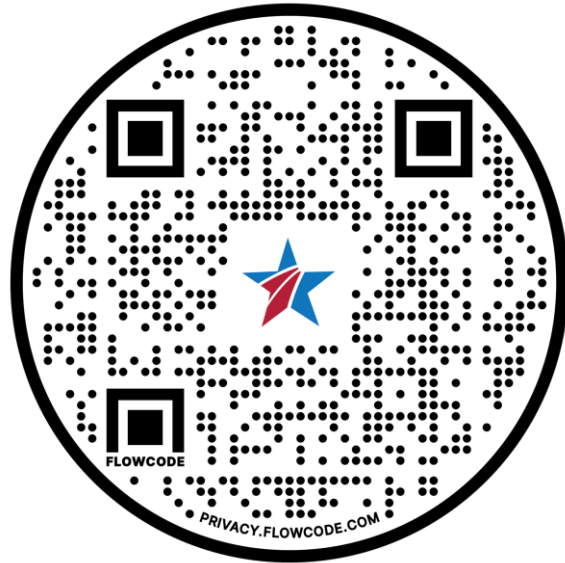
Spouse Employment

- Help military spouses return to the labor force by **funding pilot programs to explore innovative approaches that address root causes** (e.g., offering child care at no cost to military spouses during their job search). (2021 MFLS)

Child Education

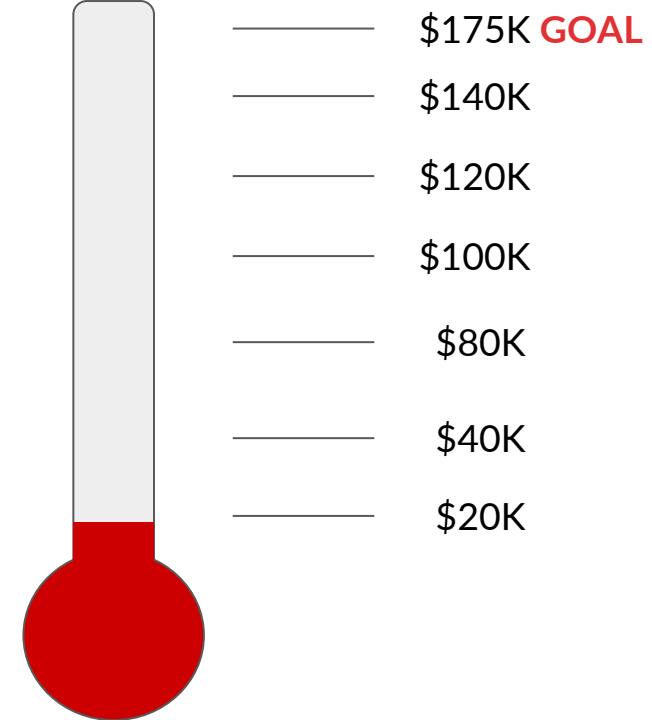
- Allow homeschooling military families to utilize their **"home state of record"** instead of their current residence for homeschooling education requirements to maintain continuity across relocations. (2021 MFLS)

Share the MFLS and Support our Chapter



Scan to receive a reminder once
our survey goes live!

Help us reach our
Chapter funding Goals!





Let us know how we can help!

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